METHOD AND SYSTEM FOR FORMING DYNAMIC **VENDOR COALITIONS IN COLLABORATIVE** e-COMMERCE

ABSTRACT OF THE DISCLOSURE

5 A method and system are used for the formation of dynamic alliances between vendors with complementary capabilities to jointly pursue specific market opportunities. Such alliances are created primarily for the purpose of satisfying a market opportunity and disbanded after the opportunity has been satisfied. Although most alliances will be short-term in nature, traditional

long-term business relationships can also evolve in some cases. 10